

A man in a blue suit and patterned shirt stands on a city street, smiling. The background shows a building and a blue trash can.

BUSINESS REPORT

Date: **8th October 2026**

Business Reference: **38464**

About the Business:

Very well known Franchise Brand established in a mall for sale

Famous for all-day breakfasts, juicy burgers, toasted sandwiches, and thick milkshakes, we've been serving South Africans meals they love for generations.

Very well known Franchise Brand established in a mall for sale



Sector: **Food**

Asking Price:

R 3,800,000

Monthly Profit:

R 84,244

Asset Value:

R 2,363,219

Stock Value:

R 180,000

Yearly Net Profit :

R 1,010,931



Business Report

Fully describe the business's activities?

The Franchise Brand at the prominent shopping Centre is a relaxed, family-friendly casual eatery situated on the ground floor.

Renowned for its classic South African comfort food, it features popular items like all-day breakfasts, juicy burgers, mixed grills, toasted sandwiches, and iconic milkshakes.

It is typically most bustling from Sunday morning through Sunday afternoon, as well as on Friday evenings and Saturday mornings.

How does the business operate on a daily basis?

Manager opens and closes daily

Preparation start early

What Advertising/Marketing is carried out?

The Franchise Brand attracts clients to its business through a mix of strategic marketing, strong brand positioning, and customer-focused operations

What competition exists?

Based in a mall, there is some

How could the profitability of the business be improved?

Increasing a they franchise's profits requires a mix of driving everyday sales, cutting down on waste, and leveraging the broader Famous Brands infrastructure

Give a breakdown of staff/ functions/ length of service?

2 Managers

1 Supervisor

General Staff 19

Do any have management potential?

Yes, the restaurant is run by the Lead Manager and supported by two Management staff.

How involved is the Owner in running the business?

Minimal on-site involvement. Only support team Payroll Payment and Suppliers Payments.

When does the current lease end?

31 October 2029

What are the trading hours?

7:30am–6pm

What are the main assets of the business?

Asset List On file

Strengths?

Prime Mall Location: Situated in the busy Shopping Centre, ensuring a steady stream of walk-in foot traffic from shoppers and families. Brand Loyalty & Heritage: Well-established South African footprint managed by the Franchises Brands, recognized for classic meals like burgers, coffee, and breakfast
Family & Child Friendly: Dedicated kids' menus, play areas (if applicable to the layout), and promotional activities that attract families
Digital Integration: Utilization of The Franchise Brand Rewards app for loyalty perks, mobile ordering, and special promotions.

Weaknesses?

Franchise Dependence: Service speed and food consistency can vary depending on individual shift management and staff training.
Peak Hour Bottlenecks: Mall locations often face severe congestion during weekend lunch rushes or holidays, straining kitchen staff and seating availability.

Opportunities?

Targeted Local Promotions: Capitalize on local foot traffic by offering exclusive mall-shopper breakfast or afternoon coffee specials.

Delivery Services Integration: Partnering more deeply with third-party delivery apps (like Uber Eats or Mr D Food) to capture orders from nearby residential areas.

Menu Innovation: Promoting healthier options, plant-based alternatives, or gourmet coffee ranges to appeal to changing consumer trends

Threats?

Intense Mall Competition: Close proximity to numerous other fast-food outlets, sit-down restaurants, and coffee shops within a prominent shopping center's food court and surrounding areas.

Economic Pressures: Rising inflation, high interest rates, and increasing costs of raw food ingredients (meat, dairy, coffee) squeezing profit margins.

Consumer Spending Shifts: Reduced disposable income limiting casual dining out among middle-class families

What is the reason for the sale?

Owner's refocus on QSR and balancing Portfolio.